

JAN 11 1943

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JANUARY 8, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 8	NAMM'S COOKING SCHOOL RETURNS	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3RD FL.
3:00 P.M.	To help chart the 1943 food course for thrifty housewives, Namm's Cooking School offers eight exciting sessions including "MENU PLANS FOR 1943", "ADVENTURES IN RATIONING", "MAKE MEATLESS MEALS MERRY", and "ENTERTAINMENT IN WAR-TIME". Elsa Steinburger, home economist, directs these popular classes every Friday, through February 26th. Prizes raffled off. Everyone invited. Publicity: Dorothy Meyer, TR. 5-5700.		
Saturday Jan. 9	"TRICKS FOR TEENS" CLUB MEETING	SAKS 34TH STREET	B'WAY AT 34TH STREET TEENS SHOP, 2ND FL.
10:30 A.M.	Coaxing teen-agers into a fashion mood through the music of Mitchell Ayers and his orchestra is part of Saks 34th's campaign for young girls' business. Betty Green, Fashion Ed., Parents' Magazine, will commentate this show. Press and teens invited. Publ.: Margaret Pierce, LA. 4-7000.		
Showing Daily	SPRING HAT COLLECTION	FRED LACOME	19 WEST 57TH STREET
9:30 A.M.	Buyers and Press invited. For appointment, call Madame Luci, PL. 8-3212.		
Showing Daily	SPRING DRESS COLLECTION	ROSENTHAL & KALMAN	1400 BROADWAY
9:30 A.M.	Buyers and Press invited. Contact: PE. 6-0900.		
Now Showing Through Feb. 28	NORTH AFRICAN TEXTILES EXHIBIT	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND STREET
	Colorful silk weaves and embroideries from Morocco, Algeria and Tunisia, dating from 18th century to modern. Public invited. Publicity: Alice Merriam, RH. 4-7690.		

WEEK BEGINNING MONDAY, JANUARY 11, 1943

Out-of-Town Collections Shown in New York at Hotel New Yorker, listed on page 9.

OUT OF TOWN MARKETS

Due to the difficulty of travel, the habit of attending cross-country market openings has had to be curtailed. FASHION CALENDAR is listing only the larger and more important out-of-town market openings.

Sunday Jan. 10-12	29TH ANNUAL SHOE SHOW	MIDDLE ATLANTIC SHOE RETAILERS' ASSOCIATION	BENJAMIN FRANKLIN HOTEL PHILADELPHIA, PA.
Sunday Jan. 10-	SPRING FASHION OPENINGS	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
Jan. 14	An all-market event for Los Angeles retailers to view not only fashion showings and displays by local manufacturers of coats, suits, dresses, sportswear, play clothes, children's and kindred lines, but millinery and junior and infants' apparel, made by both East and West Coast houses.		

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 17-20	LOS ANGELES MILLI- NERY MARKET WEEK	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
Sunday Jan. 17-20	DALLAS SPRING MARKET WEEK	AMERICAN FASHION ASSOCIATION	BAKER AND ADOLPHUS HOTELS, DALLAS
	The growing importance of the Southwest markets makes the Dallas Spring Market week an important objective for retailers through the South and West. Contact: Emmet Pryor, President of American Fashion Association, Adolphus Hotel, Dallas.		
Sunday Jan. 24-27	SAN FRANCISCO MILLI- NERY MARKET WEEK	ASSOCIATED APPAREL MFRS. OF SAN FRANCISCO	PALACE HOTEL SAN FRANCISCO, CALIF.
	The San Francisco manufacturers of women's and children's apparel will show in their own showrooms as well as at the Palace and St. Francis Hotels. Far West retail buyers are expected in large numbers.		
Beginning Sunday Jan. 31	SIX FASHION WEEKS IN MINNEAPOLIS	NORTHWEST SALES- MEN'S ASSOCIATION	RADISSON HOTEL MINNEAPOLIS
	First of series of six selling weeks for 250 salesmen to display 700 lines of apparel for men, women, children and infants.		
Sunday Jan. 31- Feb. 5	SEMI-ANNUAL SPRING MARKET WEEK	NATIONAL WASH APPAREL SHOW AND INTERSTATE MERCHANTS' COUNCIL	PALMER HOUSE CHICAGO, ILLINOIS
	Contact: Glenn G. Hayes, Exec. Dir., Wash Apparel Show, Palmer House, Chicago.		
Monday Feb. 1 4:00 P.M.	SEMI-ANNUAL CORSET CLINIC	CHICAGO CORSET CLUB	MERCHANDISE MART CHICAGO, ILLINOIS
	This event leads off the 1st afternoon of the Spring Market Week in Chicago. Two main speakers will discuss corsetry and the new government regulations. Contact: Chicago Corset Club, Mdse. Mart, Chicago.		
Monday Feb. 1	BOSTON SPRING MERCHANDISE WEEK	MERCHANDISE MART	PARKER HOUSE BOSTON, MASS.
	Contact: Syd Gordon, Parker House, Boston, Massachusetts.		
Monday Feb. 15- Feb. 17	SPRING SHOWING OF CORSETS & BRASSIERES	NEW ENGLAND CORSET AND BRASSIERE CLUB	PARKER HOUSE BOSTON, MASS.
	This is a showing separate from underwear lines which will have their own Spring showing to be announced later.		
Monday Jan. 11-14 9:00 A.M. On.....	INSTRUCTION COURSE IN CORSETRY FITTING	S.H. CAMP SCIENTIFIC SUPPORTS	McALPIN HOTEL B'WAY AT 34TH ST.
	Buyers and sales persons of stores' corset departments are invited to take a 4-day concentrated course in the Camp School in the principles of anatomy and body mechanics. Open to all authorized Camp dealers without charge. Send names of applicants to Educational Dept., S.H. Camp & Co., Jackson, Michigan. Publicity: Mr. Kaufman, CH. 4-5798.		
Week of Jan. 11-15 9:45 A.M. On.....	WAR-TIME CONFERENCE	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
	A 5-day "war-time conference" supplementing the traditional annual convention, will be held during the week of Jan. 11-15th. This will be a streamlined gathering with minimum of addresses to replace stereotyped speeches of previous years. Open to members of NRDGA and their friends. Press invited. Opening address by Frank Mayfield, Pres., NRDGA, on the "Effects of the War on Retailing During 1943", and discussion on "Manpower", "Customer Services", "Inventories", etc. Contact: Mr. Hoyt, PE. 6-2155.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 11 2:30 P.M.	<u>MEETING CHALLENGE OF FASHION MERCHANDISING</u> <u>MON. AFTERNOON, JAN. 11, 2:30 PM--OPENING READY-TO-WEAR.</u>	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL BALLROOM
	Challenge of Fashion Merchandising in a Contracting War Economy by <u>Fashion Group</u> . As an innovation in NRDGA conference procedure, its opening day afternoon session will be under direction of the Fashion Group. Members will devote an hour and a half resume to ready-to-wear war-savings fashions presenting facts in March-of-Time radio technique, illustrated with actual garments. High-spot of Fashion Group session is talk by Anne O'Hare McCormick, Columnist, New York Times, on "Fashions In Thinking". Registration fee, \$2. covers all sessions. Reservations by mail through NRDGA, 101 W. 31st St. Chairman of NRDGA-Fashion Group Show Committee: Mrs. June Hamilton Rhodes, WI. 7-7476. NRDGA Publicity: Edward S. Hoyt, PE. 6-2155.		
	<u>MON. EVENING, JAN. 11, 8:00 PM--CONFERENCE ON EFFECTS OF WAR ON RETAILING.</u>		
	Effects of War on Retailing by <u>Frank Mayfield</u> , Pres., Scruggs-Vandervoort-Barney Inc. and NRDGA.		
	"Must the Smaller Retailer Commit Suicide?", by <u>Senator James E. Murray</u> .		
	"Retailers' Economies to Meet War Emergency", by <u>Walter Rothschild</u> , Pres., Abraham & Straus.		
	"How Retailers Can Play Their Part in War Economy", by <u>Lew Hahn</u> , General Manager, NRDGA.		
	<u>TUES. MORNING, JAN. 12, 9:45 AM--MANPOWER.</u>		
	"Retail Employment in 1943", discussed by leading government officials.		
	<u>TUES. AFTERNOON, JAN. 12, 2:00 PM--STORE SERVICES.</u>		
	"Eliminating Frills in War Economy", by <u>Dr. Merle Fainsod</u> , Dr., Trade and Service Div., OPA. Government Regulation of Retail Deliveries by Representative of QDT.		
	<u>TUES. EVENING, JAN. 12, 8:00 PM--LIMITATION OF INVENTORIES.</u>		
	"Limitation Order", by <u>Eaton V.W. Read</u> , WPB. "Inventory Limitation and Merchandising", by <u>J. D. Runkle</u> , Crowley, Milner & Co., Detroit.		
	<u>WED. MORNING, JAN. 13, 9:45 AM--TAXATION AND CREDIT.</u>		
	<u>WED. AFTERNOON, JAN. 13, 2:00 PM--PRICE REGULATION.</u>		
	<u>THURS. MORNING, JAN. 14, 10:00 AM--REALITIES OF POST-WAR PLANNING.</u>		
	"State Policies and Post-War Planning", by <u>Charles Poletti</u> , recent interim-Governor of New York State.		
	<u>THURS. AFTERNOON, JAN. 14, 2:00 PM--MERCHANDISING AND SALES PROMOTION IN THE WAR PERIOD.</u>		
	Chairman: <u>Frank M. Mayfield</u> , Pres., Scruggs-Vandervoort-Barney Inc. and NRDGA.		
	"Availability of Consumer Merchandise During 1943", by <u>E. H. Scull</u> of Textile and Clothing Division of WPB.		
	Training For Victory Programs.		
	<u>THURS. EVENING, JAN. 14, 7:00 PM--32ND ANNUAL BANQUET.</u>		
	Address by The Hon. Henry A. Wallace, Vice-President of the United States.		
	<u>FRI. MORNING, JAN. 15, 9:45 AM--WRAPPING AND PACKING CLINIC.</u>		
	<u>FRI. AFTERNOON, JAN. 15, 2:00 PM--SMALLER STORES SESSION.</u>		

Monday
Jan. 11
10:00 A.M. NEW SPRING COLLECTION:
SPORTS AND SPECTATOR
FASHIONS
Buyers and Press Invited. Contact: Mr. Walton, WI. 7-7331.

498 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 11 10:15 A.M.	6 WEEKS COURSE IN SEWING LESSONS	L. BAMBERGER & CO. & McCALL PATTERN CO.	L. BAMBERGER & CO. PIECE GOODS, 2ND FLOOR
	This inaugurates a six-weeks series of sewing lectures including a daily one-hour session every morning and Wednesday evenings at 7:15 P.M. as well. Mary Madison, fabric consultant for the store and Lucile Rivers of McCall Pattern Co. will supervise instructions. About 20 persons to a group will be taught dressmaking and repairs. Courses free to Bamberger customers. Publicity: Nan Findlow, Market 2-1212.		
Monday Jan. 11 11:00 A.M. Coffee & Sherry	PRESS PREVIEW SPRING HATS	MADAME PAULINE	6 EAST 53RD STREET
	Among the early millinery previews is Madame Pauline's showing of early Spring and advance Summer hats. For Press and Buyers by invitation. Contact: Madame Pauline, WI. 2-8922.		
Monday Jan. 11 All Day	OPENING NEW SPRING HAT COLLECTION	G. HOWARD HODGE	711 FIFTH AVENUE
	This is the informal opening of the new Spring Collection. Buyers and Press invited. Contact: Miss Wickland, PL. 3-7030.		
Monday Jan. 11	OFFICIAL OPENING: SPRING CORSET MARKET	CORSET & BRASSIERE ASSOCIATION OF AMERICA	McALPIN HOTEL AND INDIVIDUAL SHOWROOMS
	Under normal conditions, December is the month for the Spring Corset Market Opening. But existing conditions make January more propitious for showing. Because of uncertainty of stock status, Spring Corset showings will be held the entire week of Jan. 11th to maintain good-will of buyers and permit salesmen with traveling difficulties to reach New York in time. Contact: Corset & Brassiere Assoc., 200 5th Avenue, GR. 5-0880.		
Monday Jan. 11-22	SHOWING OF CALIFORNIA SPRING MILLINERY	LESLIE JAMES OF CALIFORNIA	HOTEL McALPIN, RM. 465 B'WAY AT 34TH STREET
Monday Jan. 11 Through End of Month	NEW MILLINERY SPRING LINE FOR BUYERS	HELENE GARNELL	40 EAST 51ST STREET
	Overcoming the limitations of unobtainable fabrics and trimmings, this milliner has collected unexpected new fabrics and has developed exciting new silhouettes. Press welcome without invitation. Buyers telephone for appointment to Miss Strate, PL. 3-9017.		
Beginning Monday Jan. 11- Feb. 2	CONDUCTED TOURS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
	The how's and why's of a Fashion Education and its vital importance at this time to the Professional World is the basic idea behind this exhibition and tours at the Traphagen School. Experts will answer questions and distribute illustrated material relating to the art of Clothing Construction, Design and Illustration. Public invited, 9 A.M. to 9 P.M.; Saturdays until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
Tuesday Jan. 12 10:00 A.M. Through Lunch	SEMI-ANNUAL FORUM AND LUNCHEON	THE BRIDE'S MAGAZINE	LOUIS SHERRY 300 PARK AVENUE
	Under the direction of Mrs. Alexandra Potts, Director, Merchandising Service, Bride's Magazine, there will be a round-table discussion for bride's shop operations, promotions and advance Spring Fashion notes on related merchandise. These forums, under the intelligent direction of Mrs. Potts, have had great value for directors of brides' shops. Price including luncheon, \$5. Reservations from: Miss Wright, MU. 2-1490.		

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Tuesday Jan. 12 10:30 A.M.	PRESS PREVIEW: SPRING COLLECTION Surprises and new trends never fail to develop from a John Frederics' Collection. Press strictly by invitation. Tip: be in your seats early as all available space is soon filled. Publicity: Ruth Ann French, PL. 3-1011.	JOHN FREDERICS INC.	29 EAST 48TH STREET
Tuesday Jan. 12 1:00 P.M. Luncheon	SPRING AND RESORT CLOTHES Early forecast of Spring fashions. Open to public. Luncheon, \$2. Press by invitation. Jonai Publicity: Mr. Nathan, PL. 5-5430. Ritz Publicity: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 12 4:00 P.M.	PRESS PREVIEW: SPRING HAT COLLECTION This creator who keeps her finger on the pulse of the public with frequent trips into stores across the country that carry her hats, will show what the public wants for Spring, at a Press preview, on Tuesday, Jan. 12 at 4 P.M. Strictly by invitation. Contact: Marion Hano, PL. 8-1525.	FLORENCE REICHMAN	ONE WEST 57TH STREET
Tuesday Jan. 12 6:15 P.M.	INFORMAL COCKTAIL SHOW- ING: BRAMLEY COLLECTION Cocktail showing of Franklin Simon's new Spring Bramley fashions to buyers of out-of-town stores carrying the Bramley label. By invitation only. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE DRESS CIRCLE, 4TH FL.
Tuesday Jan. 12 8:30 P.M.	SHOW DEPICTING "WOMEN IN WAR" This is an all-women's war effort show to prove that women can take it. Cooperating are the Red Cross, Navy League, A.W.V.S., Salvation Army, O.C.D., Bundles for America, American Women's Hospital Unit and National Security Women's Corps and Reserve Corps. Admission: \$2.75 to \$5.50 includes showing of new motion picture, Universal's "Shadow of A Doubt" with Theresa Wright and Joseph Cotton. A tableau "Woman on Parade" will be directed by Nat Carson and commentated by Elsa Maxwell and George Jessel. In this, leading women of fashion such as Mrs. Harrison Williams, Mrs. Byron Foy, Mrs. Kermit Roosevelt and Mrs. Junius Spencer Morgan will wear last year's gowns with this year's accessories. Also participating: Rex Stout, Mrs. Johannes Steel. Sponsors include: Mrs. General Hugh A. Drum, Mrs. General Thomas A. Terry, Mrs. Admiral Adolphus Andrews and Mrs. David Bandler, head of Citizen's Committee. Publ.: Ivan Black, PL. 3-1049.	CITIZEN'S COMMITTEE FOR ARMY AND NAVY	RIVOLI THEATRE B'WAY AT 49TH ST.
Wednesday Jan. 13 10:30 A.M.	MORNING SHOW OF EARLY SPRING HATS A lively presentation of early Spring Hats in the French tradition created by Mme. Germaine Vittu will have as vivacious commentator, her compatriot, Mme. Paule Madoc of Catoir Silks. Open to Press and Trade by invitation. Publicity: Anna T. Moore, ST. 9-6000.	MME. GERMAINE VITTU	509 MADISON AVENUE
Wednesday Jan. 13 12:15 P.M.	MONTHLY MEETING OF RETAIL AD. EXEC. CLUB Current subjects of immediate interest of the retailer will be discussed by Frank Mayfield, President of Scruggs-Vandervoort-Barney Inc. and President of N.R.D.G.A. Open to members only. Contact: Lois Munn, Secretary, James McCreery, WI. 7-7000.	RETAIL ADVERTISING EXECUTIVES CLUB	NEW YORKER HOTEL PARLOR BC
Wednesday Jan. 13 1:00 P.M. Luncheon	SPRING PEEP SHOW Open to public. Luncheon, \$2. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 13 2:30 & 4:30 P.M.	PRESS PREVIEW: SPRING COLLECTION Madame Dache is showing her Collection to the Press at 2:30 P.M. and to Buyers at 4:30 P.M. in her Penthouse showroom. Strictly by invitation. Come early to avoid being crowded out. Publ.: Eleanor Lambert, PL. 5-8580.	LILLY DACHE INC. WOOL KNIT ASSOCIATES	PENTHOUSE 78 EAST 56TH STREET
Wednesday Jan. 13 5:00 P.M.	6TH ANNUAL WOOL- KNIT FASHION SHOW New Fashions in Knitwear, presented by June Hamilton Rhodes, Bureau of Fashion Trends. Admission by ticket only to invited sportswear and knitwear buyers, stylists, merchandise managers, and members of the Fashion Press. Publicity: June Hamilton Rhodes, WI. 7-7476.	WOOL KNIT ASSOCIATES	HOTEL PIERRE BALLROOM
Wednesday Jan. 13 7:30 P.M.	ANNUAL DINNER AND FASHION SHOW "Day-time Frocks for the WARdrobe" is the theme of the 9th annual fashion show presented by members of the National Association of House Dress Manufacturers, Inc. Functional and fashion aspects of 1943 war conditions will be stressed. Tickets, \$11 for fashion show, dinner and dance. Contact: Bernard Polay, PE. 6-1628.	NATIONAL ASSOC. OF HOUSE DRESS MFRS.	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Jan. 14 1:00 P.M. Luncheon	FIRST SHOWING: SPRING HATS Original Spring hat designs carried by Bonwit Teller will be presented at this luncheon in a dramatic and unusual setting. Open to public. Luncheon, \$2. Press by invitation. Tete Publicity: Nona James, EU. 8-0047. Plaza Publicity: Alma Zaiss, PL. 3-1740, Ext. 410.	JEANNE TETE, INC. (20 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Jan. 14 2:00 P.M.	MEETING AND 7TH ANNUAL BIRTHDAY PARTY Guest of honor at this event is Madeleine Carroll, movie star. Featured is a fashion talk by Mrs. Mildred Kaldor of Franklin Simon. Open to Press, members and their guests. Contact: Mrs. Harry W. Parsons, CH. 2-2789.	WOMEN'S ORGAN. OF AMER- ICAN MERCHANT MARINE	SAVOY-PLAZA HOTEL 5TH AVE. AT 59TH ST.
Thursday Jan. 14 2:30 & 7:00 P.M.	SPRING SHOWING OF KAY DUNHILL FROCKS Spring Showing of Kay Dunhill Frocks. Press and public invited. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE KAY DUNHILL SHOP, 2 FL.
Thursday Jan. 14 4:00 P.M.	PRESS PREVIEW: SPRING COLLECTION Following the M.F.I. showing, each of the trio of creators is staging an individual Press showing. Sally Victor's Collection, commentated by Maude Moody of "Women's Wear", is for the Fashion Press only, and strictly by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET
Thursday Jan. 14 7:00 P.M.	BANQUET CLIMAXES WAR-TIME CONFERENCE Vice-Pres., Henry A. Wallace will be guest speaker at 32nd annual banquet. This is the climax of war-time conference which began Mon. Jan. 11 and during which all pertinent retailing problems such as merchandise scarcity, personnel shortage, government regulations, rationing and intensification of the war effort, were taken up. Open to members and friends. Press by invitation. Admission: \$6. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL BALLROOM
Sunday Jan. 17 8:00 P.M.	ENTERTAINMENT AND DANCE 5th annual entertainment and dance of this club omits dinner this year.	HOME FURNISHINGS CLUB	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
Purpose of event: to acquaint members with one another and with guests who are leaders in the industry. Admission: \$1.65. Contact: Henry De Brito, Hotel Pennsylvania, PE. 6-5000.			
Monday Jan. 18 10:30 A.M.	NEW SPRING DRESS COLLECTION	JACK HERZOG & BRO.	530 SEVENTH AVENUE
Showing includes Collection by Ted Shore. Contact: Bob Macray, LO. 5-4575.			
Monday Jan. 18 11:00 A.M.	PRESS SHOWING: SPRING COLLECTION	ERIK OF PARIS INC.	15 EAST 53RD STREET
Press preview, strictly by invitation. Publ.: Elizabeth Maher, EL. 5-4248.			
Monday Jan. 18 12:30 P.M. Luncheon	"IT'S THE FASHION TO BE INTELLIGENT" Speaker: Rex Stout, author, radio commentator, chairman of Writers' War Board and president of Friends of Democracy. Topic: "It's The Fashion To Be Intelligent". Unlimited guest privileges. Luncheon, \$1.50. Contact: CI. 7-1734.	THE FASHION GROUP, INC. MONTHLY MEETING	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Monday Jan. 18 3:00 P.M.	PRESS PREVIEW: AD- VANCE SPRING COLLECTION	CLAIREE ANY	SALON 743 FIFTH AVENUE
Claire Any, dress-modeliste of Paris will show her advance Spring Collection to the Fashion Press and to Buyers in her Salon on Monday, January 18, at 3 P.M. Admission by invitation only. Publ.: Viola Shefer, PL. 3-2116.			
Tuesday Jan. 19 9:30 A.M.- 2:30 P.M. Including Luncheon	SPRING FASHION AND MERCHANTISING CLINIC	MILLINERY MERCHANTISING EXECUTIVES' ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Store executives and assistants will gather at this seasonal millinery clinic to learn styles and trends in this third war-time session. Members, \$5. Prospective members, \$10. Press by invitation. Publicity: Mr. Steineche, or Miss Weintraub, PL. 3-2117.			
Tuesday Jan. 19 7:00 P.M.	INFORMAL FASHION SHOW, DINNER AND DANCE	MILLINERY STABILI- ZATION COMMISSION	ASTOR HOTEL GRAND BALLROOM
This is a showing for Trade and Buyers who come from all over the country to view the millinery trends established for Spring and Summer. All of the leading milliners of N.Y. as well as 7 creators of Junior Millinery will present new Spring hats. Press by invitation. Tickets, \$12.50 includes supper and show; on mezzanine, without dinner, \$7.50. Contact: Margery Hartman, CH. 4-6547.			
Wednesday Jan. 20 10:00 A.M.	NEW SPRING DRESS COLLECTION	SAMUEL CHAPMAN	530 SEVENTH AVENUE
Buyers and Press invited. Contact: Mr. Chapman, LA. 4-5800.			
Wednesday Jan. 20 1:00 P.M. Luncheon	"MEET THE PEOPLE" LUNCHEON FASHION SHOW	SEARS-ROEBUCK (360 W. 31ST ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Presentation of Spring and Summer fashions from the new catalog on the "people's" level as to style, price and function. Down-to-earth and timely. Open to public. Luncheon, \$2. Press by invitation. Sears Publ.: Rosemary Sheehan and Dolly de Milhau, CO. 5-3147. Waldorf: Ted Saucier, EL. 5-3000.			
Wednesday Jan. 20-21	16TH ANNUAL MERCH- ANDISE CONVENTION	WHOLESALE DRY GOODS INSTITUTE	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Convention and merchandise exposition includes business sessions stressing information useful to Trade, and visual displays, showing what nation can produce under war economy. Open to all registered, free. Contact: Herbert Matter, Exec. Sec., Wholesale D.G. Inst., 40 Worth St., BA. 7-0790.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 22 9:00 P.M.	POLKA MILITARY BALL	KOSCUISZKO FOUNDATION	WALDORF ASTORIA HOTEL BALLROOM
	This is the 10th annual benefit ball, always an important event of Winter season. Prof. Stephen Mizwa and Edward Witkowski, executive directors. Young women of prominent Polish-American families are presented to society at this ball. Proceeds will pay for medical libraries for use in Polish Colleges at University of Edinburgh, Scotland. Admission, \$3.30. Press by invitation. Contact: Professor Mizwa, RH. 4-7375.		
Friday Jan. 29	PUBLICATION DATE: SOUTH-SOUTHWEST REGIONAL ISSUE BY MADEMOISELLE, 1 E. 57TH		
	This is a first of 1943's four regional issues of Mademoiselle, with special emphasis on the Dallas Market in the Southwest region, an increasingly important geographic style center. Specially included is a "down South" portfolio on Cotton and its fashion importance "up North" and everywhere. Stores wishing to arrange fashion tie-ups, contact: Helen Valentine, PL. 3-1030.		
Saturday Jan. 30 10:00 P.M.	PRESIDENT'S BIRTHDAY BALL	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM
	This is the 61st birthday of our President and its customary observation-- a benefit ball given in cities all over the country with funds donated to the treatment and cure of Infantile Paralysis. Entertainment includes a cotillion, led by Frank Crowninshield, an Army and Navy Canteen with stage and screen stars as talent, a bridge and gin rummy tournament and other excitement. Debutantes will be on hand and a full array of fashionables. Publicity: Adele Brown and Dorothy Wentworth King, EL. 5-3000, room 585.		
Monday Feb. 1	AMERICANA ISSUE OF VOGUE MAGAZINE (Conde Nast)	420 LEXINGTON AVENUE	
	This is the sixth annual Americana number of Vogue. This year it will be dedicated to "how women should buy in war time" and "how stores should promote in war time." Will review 8 great fashion industries to show how they are meeting civilian needs. It reports on fashions available and gives a far-off look ahead to Spring, 1943. Contact: Albert Kornfeld, MO. 4-7500.		
Monday Feb. 1	"GIRL ON THE JOB" ISSUE OF HARPER'S BAZAAR	572 MADISON AVENUE	
	For February issue, Harper's is getting behind working women by showing how "through fashions, beauty and fitness the girl on the job insures her future." The entire February issue is keyed to a war-time insurance theme to imbue readers and advertisers with a sense of security. In keeping with the times, Harper's will this year eliminate its March 15th issue. In compensation, the March 1st issue will contain an authoritative supplement directed particularly to younger women. Contact: Fred Drake, WI. 2-2800.		
Wednesday Feb. 3 1:00 P.M. Luncheon	"SPRING IS HERE" FASHIONS	KATHLEEN, INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.		
Friday Feb. 5 7:00 P.M. Dinner	ANNUAL ADVERTISING AWARDS DINNER	ADVERTISING AND SELLING MAGAZINE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
	This is yearly presentation of award for the best advertising prepared and published during the previous year. It is an outgrowth of a Harvard award sponsored by Edward Bok. Citations include 37 awards for various types of advertising in newspapers, magazines; copy, lay-out, mechanics of production, etc. Open to leading men and women interested and working in advertising businesses, agencies, etc. <u>Admission strictly by extended invitations.</u> <u>No requests fulfilled.</u> No Press. Publicity: Mary Saxton, CA. 5-9770.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 8-13	NATIONAL NOTION AND NOVELTY SHOW	NATIONAL NOTION ASSOCIATION	PENNSYLVANIA HOTEL 3RD FLOOR
		The entire 3rd floor of the Pennsylvania Hotel will be turned over to the National Notion Association during the second week of February. All leaders in the industry are expected to exhibit. Further information from George English, Exhibit Mgr., N.Y. Housewares Club, Pennsylvania Hotel, PE. 6-5000.	
Thursday Feb. 11-	ANNUAL DOG SHOW	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Feb. 12 9:30 A.M.- 10:00 P.M.	67th annual event. Always has good society turnout of smart people and highly-bred dogs. To show, exhibitors obtain blanks from Westminster Kennel Club, 590 Madison Ave., N.Y.C. Open to public. General admission: \$1.65. Contact: PL. 5-8592. Special Publ.: Mr. Kilbon, N.Y. Sun, WO. 2-2323.		

Now
Showing
Through
Jan. 15

OUT-OF-TOWN COLLECTIONS AT HOTEL NEW YORKER

NOTE: As we go to Press, these outstanding Houses from constantly growing out-of-town market centers are now showing at the New Yorker Hotel. For appointments call salesman in charge at ME. 3-1000.

<u>CHICAGO</u>		<u>ST. LOUIS</u>
ANNE MITCHELL	F.J. Mitchell	711
ARBETMAN SHAFFER	H. Shaffer	715
H. HYMAN & CO.	Sol Hyman	716
ADOLPHE MARC CO.	Edw. Ucko	724
TED STEIN	Ted Stein	726
BERNEY WOLK INC.	B. Wolk	738
MORTON BREGMAN	Della Meyers	740
SAMUEL GROSSMAN	M. Goldstein	743
LORRAINE FROCKS	Joanne Furch	808
REICH DRESS CO.	N. Sussman	811-12
FLORA DRESS CO.	Jack Hirsch	815
DOCTOR DRESS CO.	M. & L. Weil	819
CRANE & ABRAMS	S. E. Abrams	822
JUNIOR GUILD	G. Hyman	823
MARGIE JOY JRS.)		
B. G. GARMENT)	Marcy Geffen	826
SYD JRS.	Syd Novak	828-9
BERG & WASELL	S.W. Zimmerman	830
BROWN DRESS CO.	Herman Weiss	831
JOHARRA FROCKS	Joe Burr	832
RAFFLES INC.	J. Raffles	833
ARTHUR WEISS CO.	I. Wolfe	836-7
KANTER-HOLWICK	J. Kanter	838
DEBUTANTE FROCKS	Chas. Colisch	840
BARBARA FIELD	M. Berkenfield	843
NAT RIBBACK CO.	J. Rosenthal	849
MARY PECK	H. Swiddler	850
FRANKLIN DRESS	Jack Leben	853
<u>BALTIMORE</u>		<u>CLEVELAND</u>
MILLER & ROBINSON	I. Robinson	739
ROSEMOOR COAT CO.	S. Kaplan	745
PROGRESS CLOAK	J. Lobe	852
<u>BOSTON</u>		<u>PHILADELPHIA</u>
COLLEGE TOWN SPORTSWEAR	A. Skop	710
BEACON SPORTSWEAR	L. Robinson	810
A. H. PAUL INC.	J.J. Novinsky	839
M. G. KINSLER CO.	S.B. Lippman	845
<u>LOS ANGELES</u>		<u>LOS ANGELES</u>
ECLIPSE BLOUSE	A.E. Wittenberg	820
CATALINA SUITS	M. A. De Weese	821
IRENE M. BURY	A. Alford	824

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday.... BENEFIT PERFORMANCE: RICHARD STRAUSS' "DER ROSENKAVALIER" METROPOLITAN OPERA
 Jan. 8 With Lotte Lehmann, and Rose Stevens heading the cast. This is the 12th
 8:00 P.M. annual opera performance for the benefit of the Smith College Club Scholar-
 ship Fund, which since 1928 has supplied tuition at Smith for 70 New York
 girls. Mrs. Dwight Morrow, former acting President of Smith College heads a
 distinguished group of patrons and patronesses for this benefit. Tickets ob-
 tained from Smith Club at Hotel Weylin. Publicity: Althea Rickert, Smith
 College Club of New York, WI. 2-0372.
- Mon. 1/11.. PERFORMANCE OF MOUSSORGSKY'S "BORIS GODUNOFF" METROPOLITAN OPERA HOUSE
 Wed. 1/13.. PERFORMANCE OF WAGNER'S "LOHENGRIN" " "
 Fri. 1/15.. REVIVAL OF CHARPENTIER'S "LOUISE" " "
 With Grace Moore and large cast. For benefit of Free Milk Fund for Babies.
 Publicity: Constance Hope, PL. 3-3390.
- Tuesday.... WORLD PREMIERE: "TENNESSEE JOHNSON" (Movie) ASTOR THEATRE, B'WAY AT 45TH
 Jan. 12 As 1st B'way offering of new year, MGM presents "Tennessee Johnson", depicting
 the manhood of Andrew Johnson. Directed by William Dieterle, starring
 Van Heflin, Lionel Barrymore, Ruth Hussey and others. Publicity: Lou Smith,
 BR. 9-7800.
- Tuesday.... PREMIERE: "SHADOW OF A DOUBT" (Movie) RIVOLI THEATRE, B'WAY AT 49TH STREET
 Jan. 12 A new Universal-Alfred Hitchcock movie starring Theresa Wright, Joseph Cotton
 and Donald Carey. Fashions by Adrian. Publ.: Ruth Morrow, CI. 7-7100.
- Wednesday.. PREMIERE: "COMMANDOS STRIKE AT DAWN" (Movie) LOEW'S CRITERION, 1514 BROADWAY
 Jan. 13 This is an outstanding Columbia picture, directed by Lester Cowan, starring
 Paul Muni and Lillian Gish. This picture rivals "In Which We Serve" in importance.
 Publicity: Hortense Schorr, BR. 9-7900.
- Wednesday.. PREMIERE: "NINE GIRLS" LONGACRE THEATRE, 220 WEST 48TH STREET
 Jan. 13 This is a play with an all-female cast by Wilford Pettitt, produced by A. H.
 Woods. Starred are Adele Longmire, Mary Orr, Elaine Ellis, Barbara Bel
 Geddes and K. T. Stevens. Costumes supervised by Bianca Stroock. Publicity:
 Nat Dorfman, ME. 3-0858.
- Thursday... PREMIERE: NEW SHOW AT COPACABANA SUPPER CLUB, 10 EAST 60TH STREET
 Jan. 14 Starring Sophie Tucker. Publicity: Jack Diamond, PL. 8-1060.
- Monday.... PREMIERE: SONJA HENIE'S HOLLYWOOD ICE REVUE, MADISON SQ. GARDEN, 8TH AT 50TH
 Jan. 18-27 Opening night benefit for the Carroll Club, a philanthropic project with an
 extensive war service program. General Chairman: Mrs. Basil Harris, and
 assistant, Mrs. James F. McDonnell. Tickets from Burden Littel Bureau,
 Bonwit Teller. Publicity: Helen Feeney, MU. 5-0433.
- Monday.... UNITY FESTIVAL IN SONG AND SPIRIT BY AMERICAN SLAV CONGRESS AT CARNEGIE HALL
 Jan. 18 As an indication of the existing solidarity among the 13 Slav nationalities
 8:30 P.M. in the United States, this concert will include the Jugoslav Mme. Zinka
 Milanov and Jarmila Novotna, Czech, sopranos of the Metropolitan Opera.
 Also Jan Kiepura, Pole, a tenor; Ivan Petroff, Bulgarian, a baritone; and
 Zlatko Balokovic, Jugoslav, violinist. Admission: 55¢ to \$2.20. Publicity:
 Constance Hope, PL. 3-3390.
- Week of.... PREMIERE: "DARK EYES" ????
- Jan. 18 A comedy by actresses Eugenie Leontovich and Elena Miramova with the authors
 playing the leading roles. Publicity: Richard Maney, WI. 7-6939.
- Tuesday.... PREMIERE: "ASK MY FRIEND SANDY" BILTMORE THEATRE, 261 WEST 47TH STREET
 Jan. 21 Comedy by Stanley Young with Roland Young, Phyllis Avery and Normal Lloyd in
 featured roles. Sets designed by Watson Barratt. Publicity: Jean Dalrymple,
 MU. 5-3114.
- Wednesday.. PREMIERE: "THE PATRIOTS" NATIONAL THEATRE, 208 WEST 41ST STREET
 Jan. 27 This is a new drama by Sidney Kingsley starring Madge Evans and Raymond Johnson,
 host of radio program, "The Inner Sanctum", in a story about Thomas
 Jefferson and his daughter. Costumes by Toni Ward. Publicity: William
 Fields, CI. 5-7930.